



# NEWS RELEASE

## MAINE DISTRICT OFFICE

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### MAINEBIZ EDITOR CAVALLARO NAMED NATIONAL SMALL BUSINESS JOURNALIST BY THE SBA

Augusta, Maine -- Michaela Cavallaro, editor of *Mainebiz*, has been named Maine 2005 Small Business Journalist of the Year and New England Regional Small Business Journalist of the Year; in addition, she received the agency's highest award as the U.S. Small Business Administration's (SBA) National Small Business Journalist of the Year for 2005.

"The statewide business newspaper *Mainebiz* produces high quality small-business news, profiles, features and in-depth reports on Maine trends and small businesses. Michaela Cavallaro is responsible, in large part, for the growth and development of this publication," said Charles E. Summers, New England Regional Administrator for the SBA. "Her drive and creativity reflects the spirit of entrepreneurship in Maine. We are honored that she was chosen for this national award." Cavallaro was nominated for the award by John Massaua, State Director of the Maine Small Business Development Center (SBDC).

As editor of the award-winning statewide business newspaper, Cavallaro oversees the paper's editorial direction and content, contributes news stories and features, supervises the editorial staff and represents *Mainebiz* at business events. The business newspaper, which celebrated its 10<sup>th</sup> anniversary in 2004, is mailed every two weeks to 13,000 subscribers from Fort Kent to Kittery.

"I am privileged to work with an excellent team of writers and designers, whose efforts combine to make *Mainebiz* a must-read for business people across the state," Cavallaro said. "I'm honored to accept this national recognition on behalf of the paper's entire staff."

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In March 2004, Cavallaro was named editor of *Mainebiz*, four years after being hired as the paper's first staff reporter. She also held the positions of associate editor and managing editor at the paper. She received the 2004 'best personality profile' award from the Alliance of Area Business Publications (AABP) for her profile of Maine furniture legend Tom Moser. The AABP also named *Mainebiz* the best newspaper in the small circulation category that year. In 2003, Cavallaro received three first-place awards from Maine Media Women.

Cavallaro volunteers for Girls Kick ALS, which raises funds for a Cape Elizabeth woman recently diagnosed with Lou Gehrig's disease; the Maine Association of Nonprofits, for whom she conducts seminars on working with the media; and Springboard, a program of Common Good Ventures that provides strategic business advice to Maine nonprofits.

Cavallaro will be honored at the SBA 2005 Awards Expo in Washington DC in April and at Maine's celebration June 2<sup>nd</sup> at the Sheraton South Portland Hotel. For further information on the award recipients or celebration, please contact the Maine District SBA Office at 622-8274.